



Debbie DynerHarris &lt;debbie.dynerharris@lacity.org&gt;

## BID Messaging

4 messages

david grahamcaso <david.grahamcaso@lacity.org>  
To: Debbie DynerHarris <debbie.dynerharris@lacity.org>

Wed, Jul 20, 2016 at 3:23 PM

Give me a call to discuss this when you get a chance. Mike was worried that your note to Martha Hertzberg reinforced Martha's misunderstanding of the BID and suggested something like the following:

"Let me try to give some context and explanation of what business improvement Districts are. Business improvement districts are a group of people voting on whether or not to assess themselves to generate revenue for a specific purpose. For instance, in the state of California, that is how streetlighting is paid for. Property owners determine whether or not they want streetlighting, and then they are assessed on their tax bills the amount of money to pay for it. Similarly, property owners in a Mar Vista neighborhood a couple years ago voted to assess themselves money to do curb and gutter repairs in their neighborhood. Naturally, only those being asked to pay the additional assessment fee are allowed to vote on whether or not they should pay that fee.

Under state law, businesses and property owners are allowed to use assessment district to create a Business Improvement District and assess themselves money to pay for certain services, such as maintenance, security and promotion. This allows residents of LA to benefit from private funding adding to public funding for public purposes. There are business improvement Districts throughout Los Angeles, including downtown, Hollywood, San Fernando Valley, Pacific Palisades, Brentwood, and three in Westchester.

**It is important to note that BIDs do not take over, manage, govern, or control public property.** They are, however, allowed to use their assessed fees to purchase or provide additional services for public areas. In the case of the Venice BID, that could be for more frequent restroom cleaning, maintenance of the boardwalk, or additional security.

Etc etc etc

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**David Graham-Caso**  
*Communications Director & Environmental Policy Advisor*  
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Debbie DynerHarris <debbie.dynerharris@lacity.org>  
To: david grahamcaso <david.grahamcaso@lacity.org>

Wed, Jul 20, 2016 at 5:25 PM

I made some small changes but I do like this already, the only problem is she is now demanding that mike stop this vote and allow for public hearings. though there is one at council planned, she wants several community meetings. how do i address that part of it? and i need some help ending it. thanks

"Let me try to give some context and explanation of what business Improvement Districts are. Business Improvement Districts are a group of people voting on whether or not to assess themselves to generate revenue for a specific

purpose. For instance, in the state of California, that is how streetlighting is paid for. Property owners determine whether or not they want streetlighting, and if they vote that they do, then each house which benefits from that light directly is assessed on their tax bills the amount of money to pay for it. Pedestrians and drivers also benefit peripherally as they get more lighting when they pass by, but since it is not direct and every single day, they are not assessed.

For instance, property owners in a Mar Vista neighborhood just a couple years ago voted to assess themselves money to do curb and gutter repairs in their neighborhood. Only those who front those streets and live with them every day are asked to vote and then pay the additional assessment fee, even though all sorts of vehicular drivers, pedestrians and bicycle riders also may use the streets.

Under state law, businesses and property owners are allowed to use assessment district to create a Business Improvement District and assess themselves money to pay for certain services, such as maintenance, security and promotion. This allows residents of LA to benefit from private funding added on top of public funding for public purposes. There are business improvement Districts throughout Los Angeles, including Downtown LA, Hollywood, Canoga Park, and four in CD11- Pacific Palisades, Brentwood, and two in Westchester.

**It is important to note that BIDs do not take over, manage, govern, or control public property.** They are, however, allowed to use their assessed fees to purchase or provide additional services for public areas. In the case of the Venice BID, that could be for more frequent restroom cleaning, maintenance of the boardwalk, or additional security. The goal is not to push the problem elsewhere, but to provide a safer community for everyone. They will not be able to sweep people off of the Boardwalk into your homes.

[Quoted text hidden]



Debbie Dyner Harris  
*District Director*  
Councilmember Mike Bonin  
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david grahamcaso <david.grahamcaso@lacity.org>  
To: Debbie DynerHarris <debbie.dynerharris@lacity.org>

Thu, Jul 21, 2016 at 8:29 AM

Revised below.

Dear Martha,

I thought it would be helpful to follow up with my earlier email to elaborate on the BID. Below, please find a more detailed explanation.

First, some context and explanation of what business Improvement Districts are. Business Improvement Districts are a group of people voting on whether or not to assess themselves to generate revenue for a specific purpose. For instance,



in the state of California, that is how streetlighting is paid for. Property owners determine whether or not they want streetlighting, and if they vote that they do, then each house which benefits from that light directly is assessed on their tax bills the amount of money to pay for it. Pedestrians and drivers also benefit peripherally as they get more lighting when they pass by, but since it is not direct and every single day, they are not assessed.

For example, a couple of years ago, property owners in a Mar Vista neighborhood voted to assess themselves money to do curb and gutter repairs in their neighborhood. Only those who front those streets and live with them every day are asked to vote and then pay the additional assessment fee, even though all sorts of vehicular drivers, pedestrians and bicycle riders also may use the streets and would benefit from the improvement.

Under state law, businesses and property owners are allowed to use assessment district to create a Business Improvement District and assess themselves money to pay for certain services, such as maintenance, security and promotion. This allows residents of LA to benefit from private funding added on top of public funding for public purposes. There are business improvement districts throughout Los Angeles, including in Downtown LA, Hollywood, Canoga Park, and four in CD11- Pacific Palisades, Brentwood, and two in Westchester.

**It is important to note that BIDs do not take over, manage, govern, or control public property.** They are, however, allowed to use their assessed fees to purchase or provide additional services for public areas. In the case of the Venice BID, that could be for more frequent restroom cleaning, maintenance of the boardwalk, or additional security. The goal is not to push the problem elsewhere, but to provide a safer community for everyone. We will not tolerate an approach that sweeps people off of the Boardwalk into your neighborhood, and the goal here is to provide a safer and cleaner neighborhood for everyone to enjoy.

I understand and appreciate your concerns and that the idea of forming a business improvement district for Venice Beach has created controversy, but Councilmember Bonin has said repeatedly that "controversy is better than inaction." As you are very, very well aware, despite considerable attention and resources directed to the area, Venice Beach is still in dire need of the kind of extra attention that a BID could provide.

The Venice BID has gone through the exact same public process as each and every BID and other assessment district in Los Angeles that I mentioned earlier in this email, and Councilmember Bonin believes that it will result in a cleaner, safer Venice Beach for everyone.

I thank you again for taking the time to write and for voicing your concerns.

Regards,  
Debbie

[Quoted text hidden]

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Debbie DynerHarris <debbie.dynerharris@lacity.org>  
To: david grahamcaso <david.grahamcaso@lacity.org>

Thu, Jul 21, 2016 at 9:27 AM

lovely, thank you  
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